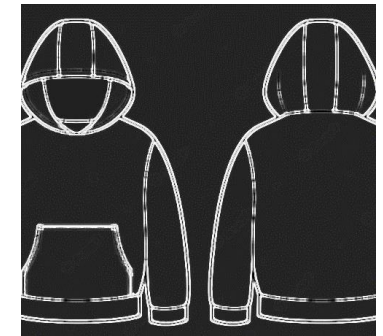


# Individual E-Commerce Project

INF3014F - GBSKAN001



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## Key Partners

- High-quality fabrics and materials suppliers
- Delivery and shipping service providers/partners
- Social media influencers and churches for possible partnership and collaboration
- Customers
- Men and woman of faith and sound biblical knowledge



## Key Activities

- Design and production of quality Christian apparel
- Marketing and promotion of brand through social media, school/university events, and other channels.
- Delivering of purchases
- Providing great customer service
- Create functionality for customers to share own clothing design ideas.



## Key Resources

- Strong brand identity and recognition
- Skilled designers and production team
- Social media and marketing expertise
- E-commerce website



## Value Propositions

- Our Christian fashion brand provides trendy and stylish clothing that enables young Christians to express their faith in a fun and modern way.
- The symbols and scriptures on our designs make them meaningful and inspirational for both customers and those who see the apparel on them.
- We aim to create a community of Christian people who feel united and proud wearing our brand, encouraging one another in with their faith as Hebrews 10:24-25 encourages.
- A means to express one's personality, the fashion industry with little Christian representation limits those whose identity is found greatly in their faith. Our brand creates opportunity for these people to express their true identity.



## Customer Relationships

- We will engage with our customers through social media, responding to their comments and proudly sharing our users' content.
- We will create an online community to build unity through the use of meet-ups, hashtags and more online tools
- Build community more by allowing customers to share own clothing design ideas. In turn provides us with new ideas.



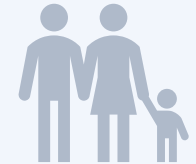
## Channels

- E-commerce website
- Social media platforms (e.g. TikTok, Instagram, Facebook,)
- Physical stores (partnering with any Christian-based brick-and-mortar store)



## Customer Segments

- Christian teenagers and young adults (age 12-30) unashamed of their love for Jesus, whose faith they want to express through their fashion choices.
- Friends and family of Christian teenagers who are willing to buy Christian-themed clothing for their friends/children.
- Christians (age 12-30) who want to encourage others in their faith journey.



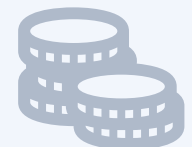
## Cost Structure

- Cost of materials and production
- Marketing and advertising expenses
- Maintenance and development of e-commerce website
- Employee salaries
- Payment to subcontractors (e.g. delivery service)



## Revenue Streams

- Sales of clothing items through our e-commerce website and possibly through physical stores with whom we partner.
- Potential collaborations with Christian influencers or churches for limited edition ranges.



# Proclaim Clothing UX Report

INF3014F - April 2023

Kane Gibson  
[GBSKAN001@myuct.ac.za](mailto:GBSKAN001@myuct.ac.za)

- 01** Scope
- 02** Participant criteria
- 03** Key takeaways
- 04** Competitive landscape
- 05** Personas
- 06** Product feedback
- 07** Next steps





Exploring the scope and problem

# Understanding the market

# Scope

## Objectives

We set out to discover whether a need and desire for Christian-themed clothing exists.

Research was also conducted to identify our different customer segments, and which customer segment to focus on.

We aimed to Survey the competitor landscape to learn from our competitors, and identify ways to break into the market.

## Geographic areas

- Cape Town, South Africa

## Methodology

**Business Canvas:** This method helped us easily define and communicate our business idea. From personal experience, we produced what we thought were the fundamental elements of our business

**User interviews:** We could not rely on our personal experience and assumptions alone. Interviewing people who represent our real-world customers and stakeholders proved essential to understanding our target market.



# Participant criteria

## Recruitment

The nature of our business required that most our participants were Christians. It was important to avoid any possible bias and hence interviewed people with little relation to anyone on the project team.

We interviewed **8** people.

## Approach to Recruitment

Our aim was to reach, interview and gain insights from every possible stakeholder and customer. Expert insight in the fashion industry proved invaluable.

<b>Cohort 1</b>	Teenagers or young adults (ages 12-30) currently practicing Christianity
<b>Cohort 2</b>	Teenagers or young adults (ages 12-30) not currently practicing Christianity
<b>Cohort 3</b>	People over the age of 35 with Christian children who are currently teenagers or young adults
<b>Cohort 4</b>	Practicing Christians who work in the fashion industry

# Participants



**Kendra Viljoen**

Cohort 1 – 21 year old with a love for the outdoors. If her outfit isn't working she "will stay home"



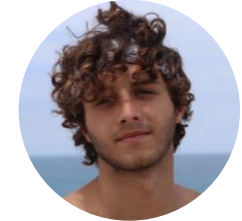
**Debra Gibson**

Cohort 3 – Mother of 3 sons. Believes she is a "hip" mom



**Chase Gibson**

Cohort 1 – 13 year old who does intense research into fashion and loves popular clothing brands



**Luke Aaron**

Cohort 2 – Avid surfer who loves fashion and "dressing loosely"



**Megan Art**

Cohort 4 – Accomplished fashion designer with fervent and shameless passion to share her faith



**Sebastian Klein-Werner**

Cohort 1 – Sportsman who values his friendships highly



**Zhani Minnaar**

Cohort 1 – Student in Financial Marketing. Loves serving Youth at her local church



**Clint Shayne**

Cohort 3 – Father of a daughter and son. Loves his old church family at Praying Hands Botasig

# Key insights

## **Tik Tok and Instagram most used social media, Facebook for parents**

These platforms will be a great focus for advertising, promotion and collaboration. Facebook page designed more so to attract adults gifting children.

## **Customers are unaware of the power and potential of sharing faith through fashion, particularly with a message**

Many express themselves through clothing, but with style rather than written messages. We will need to show customers this potential, and get them excited about this new avenue to share their faith through. Proof of it's potential is Megan's experiences and achievements.

## **People are weary to buy Christian-themed clothing in fear that it is unstylish and out-of-date**

Our brand will need to make clear that, although our messages and beliefs will remain timeless like the scriptures, our fashion is stylish and keeps with the newest trends.

## **Community is key**

Christianity is built on community. Creating a sense of community is vital. Achieve this through events, collaborations and competitions that encourage engagement and interaction.

## **People associate Christian clothing stores with bad quality**

When asked if they would like to wear Christian-themed clothing, most responded yes. Then, without being asked, many stated "as long as it's good quality".

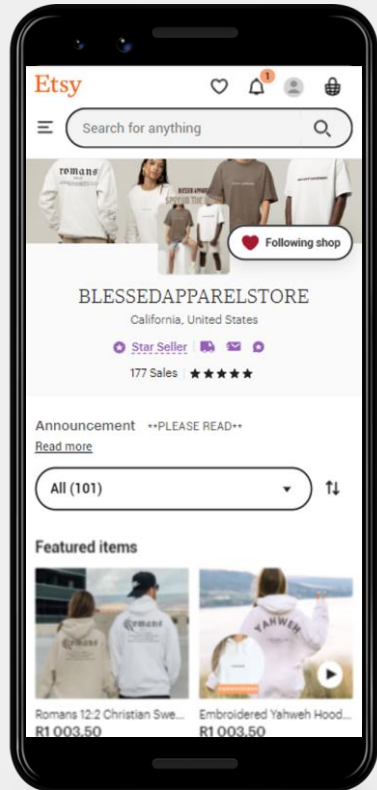
## **The price and risk associated with buying clothing internationally is far too great for SA consumers**

Participants mentioned that if a company were not local, they would immediately lose interest. Overseas competition can be considered low risk. Show clearly and confidently that we are a South African brand.

Breaking into the market

# Competitive landscape

# Blessed Apparel Store



## Value proposition

The brand provides stylish, quality Christian-themed clothing, as well as accessories including jewellery, in a market scarce of Christian representation.

## Customers are saying...

"I got this as a gift for someone, and I absolutely love how it turned out, the hoodie is super cute! The shipping was SO fast and the overall quality of the sweater is what I was hoping for. And the seller is so kind and amazing!!"

"Love the message and great customer service."

"Sellers great at communicating, arrived super quick! Soft & high-quality material, perfect for lounging and going out, 5+ stars!!"

## Pros & cons

### Pros:

- Brilliant customer service
- Many sizes and colours to suit all people and preferences
- Beautiful and creative designs
- Offers custom designs
- All items are unisex

### Cons:

- They do not have their own website. Will be difficult to create a strong brand identity as a result
- No socials will hinder growth and advertising
- No sense of community as a result of lacking website and social media presence

# Elevated Faith



## Value proposition

We offer stylish, creative, comfortable and Christian clothing and accessories as a means to share your faith through with boldness and courage.

## Customers are saying...

"I was wearing my Woman of God Orchid Tee while at the beach and I was approached by a young girl my age and she became very emotional with me. She said she wished she could proclaim her faith because she feared judgement and I reminded her of Proverbs 21:2". I love these interactions, and this just proves that God is omnipresent."

"This Lapis Lazuli ring reminds me that even in the dark (blue) times, God is with me, and he will support me through everything."

## Pros & cons

### Pros:

- Beautiful, unique, and creative designs
- A strong social media presence and large following
- A decent variety of products

### Cons:

- A relatively small collection of apparel
- Expensive products
- No customer feedback on particular items displayed on website



Representing our customers

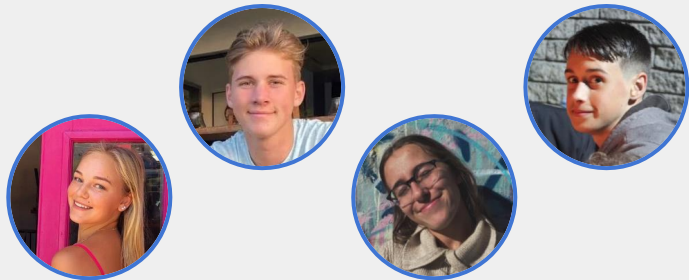
# Personas

# Kendra

## The average Christian young adult with a sense for style

Most people this age (13-30) express themselves in some way through fashion.

Kendra expresses herself in at least some ways through fashion. She is weary of Christian clothing and its stereotypes of unstylish and out-of-date designs. She does not completely realize the potential of sharing one's faith through fashion and the messages thereon. However, when shown well-designed, trendy Christian-themed clothing, she was extremely excited by the idea and new way to share her faith



### Product opportunity

The idea of well-designed and trendy Christian-themed clothing excites them. This is great as it is our value proposition and product exactly – stylish clothing for young adults and teens. This persona gives us the confirmation and opportunity to go ahead with the business idea. The range of styles that fall under this persona also facilitates creativity in our designs

### Observations

**Social Media:** Tik Tok and Instagram are used most amongst our focus customers. These pages will provide a free platform for advertising, promotion and collaboration.

**Willingness:** This persona is willing and even excited to wear Christian-themed clothing but need to be made aware of its availability and quality.

**Community:** Big on community, this persona is eager to join to be a part of our brand community

**Awareness:** Customers are unaware of the power and potential of sharing faith through fashion.

### Goals & opportunities

The clearest opportunity that arises is the community that can to be created among those who wear our apparel. Our goal is to create a community of interaction and encouragement that people are proud to be apart of. We can achieve this with a strong brand identity. This can be further developed with our social media presence, professional website, hosting of events, utilizing brand ambassadors, and collaborating with churches and other Christian influences.

As a company, we also have the opportunity to make people aware of the massive impact and potential fashion has in sharing one's faith. We can show that both the right and wrong image can be given off through the clothing a Christian wears.

“

Don't say one thing and do another. Don't say you love Jesus and wear a shirt that says, "I don't give a f\*ck". I have seen it and it turns people away from God. Wear God on your sleeve.

– Megan Art



# Clint

## The Cool Christian Parent

These are the parents, grandparents, uncles, aunties and all older relatives eager to gift their younger ones with Christian apparel.

Clint is just as aware of the importance of style in today's era as the younger generation. Clint does not necessarily know his children's exact style, but he understands their "pickiness" when it comes to clothing choices. He displays a strong keenness to give Christian clothing items as a gift, but is himself weary of stereotypes of bad quality and unstylish clothing



### Observations

**Advertising platforms differ:** we need to reach parents differently than we would young adults and teens, specifically through Facebook

**Key point:** Parents are sometimes more concerned about the biblical accuracy of clothing. We need to make known our beliefs and sound theology to create trust

**Key point:** Parents are just as aware of the need for trendy clothing as children

### Goals & opportunities

This persona provides another avenue of advertisement for our company. Parents who are impressed and excited by biblical clothing that is still stylish will be glad to tell their younger one's about the brand.

“

You still want to look cool while wearing Christian apparel.

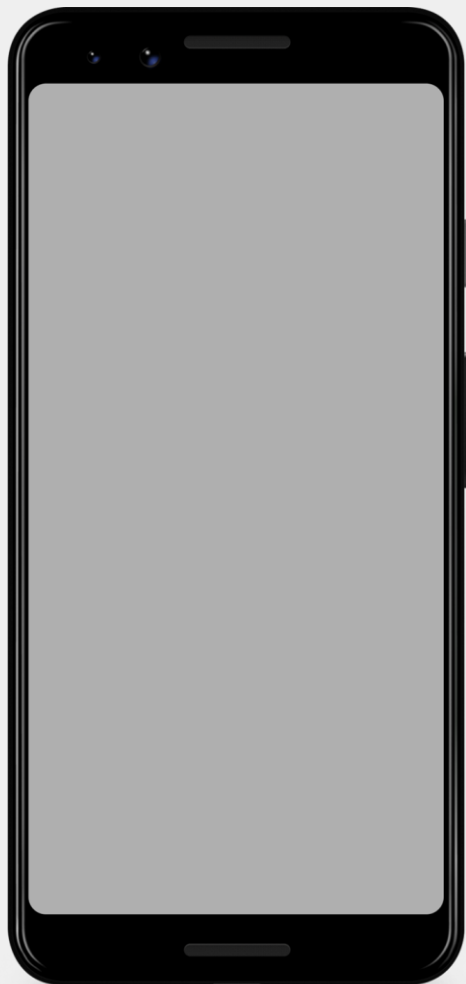
– Debra Gibson



Are we on the right track

# Product feedback





## Key finding

Christians are unaware of the power and potential of sharing faith through fashion, particularly using a message. This is because they are also unaware that such clothing even exists. They need to know it exists before they can know its potential.

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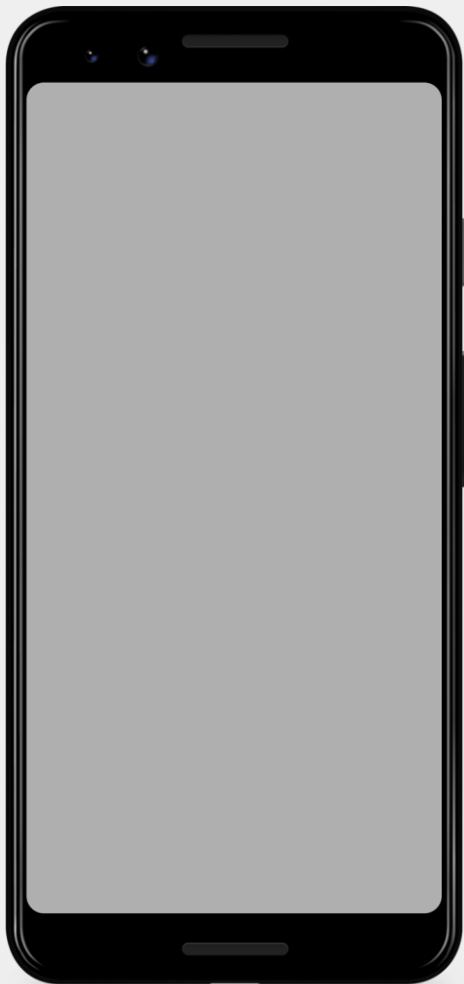
### Opportunities

1. Teach Christians of the power and ability clothing has to share a message.
2. Create a sense of excitement around this new way of spreading one's faith, drawing more customers in
3. Teach Christians that the clothing they wear can both pull people towards and push people away from God.

“

I have never thought that this type of clothing really exists. I guess that shows the lack of representation in this market, and how unaware we are of it.

— Kendra Viljoen



## Key finding

The idea of anything related to community and building the brand on a solid and closely-knit community is a highly agreed-upon idea amongst teens and young adults.

---

### Opportunities

1. Creating community through a great social media presence
2. Collaborating with local churches, and setting up and sponsoring large Christian events
3. Development of strong brand name with a professional website

“

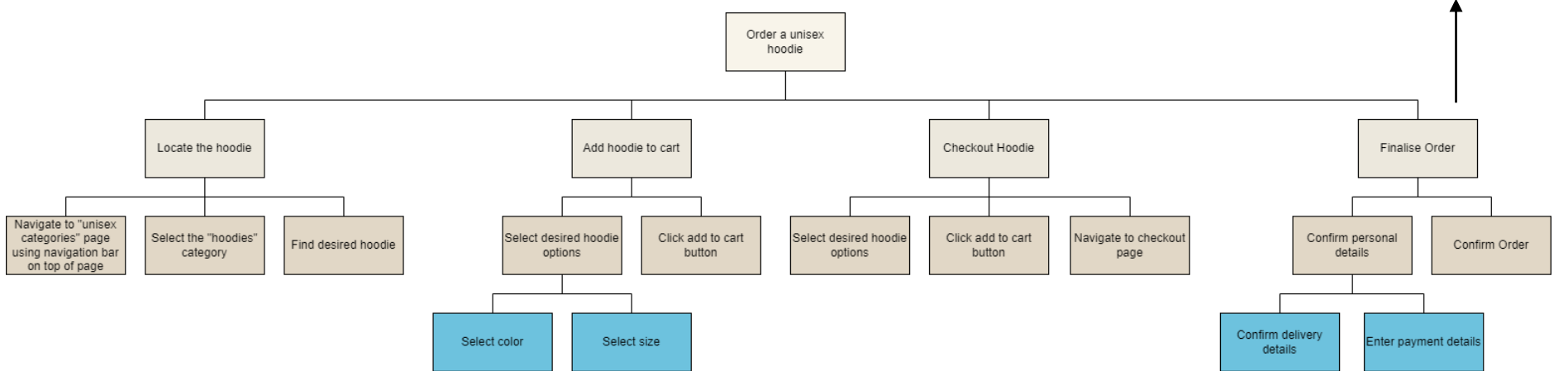
I would join these Christian events, yes. It is always a good opportunity to meet new people and make new Christian friends.

—Sebastian Kleinwerner

# Hierarchical Tasking

Based on product feedback and analysis, we have produced a hierarchical task analysis. It describes a key, and arguably the most important task a customer can do on our website – purchase a product.

In particular, the analysed task is  
**Ordering a unisex hoodie**



Getting practical

# Next steps

# Action points

<b>Prototype</b>	Develop the product further with greater detail, utilizing the Hierarchical task analysis
<b>Community</b>	Begin creating the platforms that facilitate a healthy customer community e.g social media
<b>Deliver prototype</b>	Deliver the prototype that needs to be received, asking more participants for feedback
<b>Finalise e-commerce platform</b>	Finalise details of website

# Wireframes

Both **design** and **functionality** are extremely important. As a result, a high-fidelity design was the best idea.

A low-fidelity design typically would mean that more design work be required in the later stages of development - in Wix. This is not ideal especially using Wix that can often prove slow and insufficient when designing intricate details. And so, I utilized PowerPoint a great deal as it allows you to separate design and functionality very well.

But besides design, **functionality** is just as important. I used the wireframes to infer the functionality that would be needed on my website. For example, my header is detailed and has most of the pages on my website.

My wireframes not only showcase the design of each page, but also how each page interacts with each other, and how users can navigate between them. I visit all the pages of my website in the wireframes and make sure to give the main idea and purpose of that site.

**The first 6 wireframes demonstrates the core Hierarchical Task – Ordering a hoodie. The remainder continue through the website, showcasing more pages and how they are connected.**





# FAITH

THAT'S MADE TO

# SHARE

SHOP NOW



## OUR MISSION

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## UNISEX CLOTHING CATEGORIES



Hoodies



T-Shirts



Sweatpants

## Services

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## UNISEX HOODIES

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Everlasting Love Hoodie -  
Jeremiah 31:3

R825.00



Create in Me a Clean Heart  
Hoodie - Psalm 51:10

R825.00



Make Disciples Hoodie - Matthew  
28:19

R825.00



## Everlasting Love Hoodie - Jeremiah 31:3

R825.00

Size

Select 

Colour

Select 

Quantity

1

CHECKOUT





## Everlasting Love Hoodie - Jeremiah 31:3

R825.00

Size

X-Small



Colour

Chocolate



Quantity

1

CHECKOUT



## My cart



Everlasting Love  
Hoodie - Jeremiah  
31:3

R825.00  
Size: X-Small

- 1 +

R825,00

## Order summary

Subtotal R825,00

Shipping FREE

Western Cape, South Africa

Total R825,00

CHECKOUT





# COMPETITION

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## Last Month's Winner

KANE GIBSON

### SOCIALS

@gibbosphere



### DESIGN



# ABOUT US

## History

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# CONTACT US

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500 Terry Francine St. SF,  
CA 94158

info@gbskan001.com  
063-680-6441



You can also contact us by using this form:

First Name \*

Last Name \*

Email \*

Subject \*

# Website Prototype

The website, created using Wix, is linked here:

<https://gbskan001.wixsite.com/proclaim-clothing>